

BEFORE THE
POSTAL REGULATORY COMMISSION
WASHINGTON, D.C. 20268-0001

Postal Regulatory Commission
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VALASSIS NSA

Docket No. MC2012-14

Docket No. R2012-8

RESPONSE OF THE TIFTON (GA.) GAZETTE TO NOTICE OF INQUIRY NO. 1

The Tifton Gazette is a daily newspaper operating since 1888 in Tifton, Georgia.

We submit this declaration in support of NAA's Response to Notice of Inquiry No. 1. We are opposed to the Valassis NSA. It would cause irreparable harm to our market for the distribution of preprint advertising inserts. Newspapers compete in this market with direct mailers such as Red Plum.

Response To Questions

1. For fiscal year 2010, we estimate that advertising inserts for durable and semi-durable goods from national retailers represented 12% of total advertising revenues (including ROP, classified, and digital advertising), 13% of total print advertising revenue, and 99% of total preprint advertising revenue.

2. For fiscal year 2011, we estimate that advertising inserts for durable and semi-durable goods from national retailers represented 14% of total advertising revenues (including ROP, classified, and digital advertising), 15% of total print advertising revenue, and 99% of total preprint advertising revenue.

3. We are a small business that distributes advertising for companies that sell durable and semi-durable goods nationally. This portion of business is very important and helps keep the daily newspaper viable in our community.

The Valassis NSA would have a devastating effect on our operation. With the potential loss of advertising inserts, we would have to reduce the size of our publication and potentially reduce employees. This, in turn, would have a direct impact on our small community and on the amount of news and information the community receives.

I certify under penalty of perjury that the foregoing is true and correct.

Executed on June 22, 2012,

Frank Sayles Jr.